

Washington Health Benefit Exchange

Position Title: Outreach Manager

Closing Date: Open until filled

Salary Range: Depends on qualifications

The Washington Health Benefit Exchange (Exchange) is a statewide program being developed as a new marketplace for individuals and small businesses in Washington State to purchase private health insurance coverage and have access to tax credits, reduced cost sharing, and public programs such as Medicaid. The Exchange, a key provision of the federal Patient Protection and Affordable Care Act, must be fully functioning to begin operating on October 1, 2013 for health insurance coverage beginning on January 1, 2014.

SUMMARY

The Outreach Manager reports to the Director of Communications at the Exchange. This role will act as a liaison, representing the Exchange within the community and to a variety of organizations and stakeholders. The Outreach Manager will work closely with the Exchange's Navigator Manager and Communications Officer in implementing and driving training and activities in order to advance public education and program awareness across multiple audiences.

The successful candidate will be a comfortable speaker, strategic thinker, team-builder, innovator, and collaborator with an entrepreneurial mindset and strong verbal and written communication skills, who works effectively with diverse stakeholders, is composed and calm under pressure, and has a passion for the Exchange's mission.

DUTIES AND RESPONSIBILITIES

- Serve as spokesperson for the organization at media events, community meetings, and with internal and external stakeholders.
- Responsible for implementing all outreach and marketing activities, promotional campaigns, education, and strategies of the Exchange.
- Supervise production of written materials for program and education purposes and direct educational social media and internet strategies.
- Work with other state agencies and divisions to build a cooperative and coordinated effort around public education and outreach of diverse populations and communities.
- Identify and develop new community-based partnerships in support of the goals of the Exchange.
- Coordinate outreach events with community groups, hospitals, community health centers and other small business entities to reach, educate and enroll individuals, families and small businesses in appropriate health insurance plans.

QUALIFICATIONS

Required:

- A minimum of a bachelor's degree in journalism, communications, public relations, public policy or related field AND at least five years of professional experience in community relations or related outreach efforts associated with government programs, initiatives or campaigns.
- Proven track record for taking ownership and driving results.
- Excellent verbal and written communication skills; must be comfortable and effective in making public presentations to a variety of audiences.

Desired:

- Understanding of the Affordable Care Act and the role of Health Benefit Exchanges.
- Exceptional writing and editorial skills.
- Experience working with the media to both place stories as well as responding to inquiries.
- Excellent verbal communications skills, including the ability to present materials and conduct meetings.
- Experience developing strategic outreach/education campaigns and/or communications programs
- Content management including fact checking, brevity and clarity, developing and delivering effective messages to target audiences.
- Familiarity with broad range of communication tools and techniques, including social media and other emerging technologies.
- Ability to work independently; excellent organizational and time management skills.
- Experience with governmental operations; awareness of sensitive issues and protocols.
- Ability to work effectively with a wide range of people and participate with teams in different capacities.
- Familiarity with consumer and market research; ability to target strategies to reach specific audiences.
- Proficiency using Word, Excel and PowerPoint.

SPECIAL REQUIREMENTS:

Candidates under final consideration for an initial appointment within the Exchange are subject to a background check.

TO APPLY:

Please send a resume, cover letter explaining how you meet the qualifications, and three professional references to nicole.johnson@hca.wa.gov.